IN THE CLAIMS

Claims 1-15. (Cancelled)

16. (Currently amended) A method for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the method comprising:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction, wherein the content is unrelated to data essential for completion of the transaction;

collecting information including one of a customer response to the content and a non-response to the content;

communicating a monetary amount of the transaction from the cashier-side unit to the customer-response unit;

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.

17. (Previously presented) A method according to claim 16, further comprising:

entering the monetary amount of the transaction into the cashier-side unit.

18. (Previously presented) A method according to claim 16, further comprising:

receiving authorization from the remote service provider for the transaction.

19. (Previously presented) A method according to claim 16, further comprising:

generating a record of the transaction and transmitting the record to an electronic receipts service.

20. (Previously presented) A method according to claim 16, wherein the content for presentation

2

comprises an advertisement, coupon or award.

21. (Previously presented) A method according to claim 16, wherein the customer input comprises an electronic signature.

22. (Previously presented) A method according to claim 16, wherein the customer input comprises a personal identification number (PIN).

23. (Previously presented) A method according to claim 16, wherein the customer input comprises a biometric data.

24. (Previously presented) A method according to claim 16, further comprising:
    presenting the content at the customer response unit.

25. (Previously presented) A method according to claim 16, wherein the cashier-side unit does not receive the content for presentation at the customer response unit.

26. (Currently amended) A system for conducting a transaction, comprising:
    a customer-response unit coupled to the cashier-side unit, the customer-response unit comprising:
        an interface to a content-provider for receiving content for presentation, wherein the content is unrelated to data essential for completion of the transaction; and
        a customer interface for receiving customer input and customer responses to the content; and
    the cashier-side unit comprising:
        a cashier interface for entering a monetary amount of the transaction; and
        an authentication interface for transmitting the customer input and the monetary amount to an authentication server; and
    an electronics receipts service for storing a record of the transaction.

3

27. (Cancelled)

28. (Previously presented) A system according to claim 26, wherein the content for presentation comprises an advertisement, coupon, or award.

29. (Previously presented) A system according to claim 26, wherein the customer input comprises a signature.

30. (Previously presented) A system according to claim 26, wherein the customer input comprises a personal identification number (PIN).

31. (Previously presented) A system according to claim 26, wherein the customer input comprises a biometric data.

32. (Currently amended) A computer program product for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the computer program product comprising a computer readable medium encoded with a program module, the program module including instructions for:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction, wherein the content is unrelated to data essential for completion of the transaction;

receiving customer responses to the content;

receiving a monetary amount of the transaction from the cashier-side unit;

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.

4